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## CLAIMS

1. An inflatable cellular cushioning material having an pipe entry line to be inflated by an inflating device through the use of an air inlet pipe, the inflatable cushioning material comprising at least two layers of plastic welded in such a manner so as to form a substantially horizontally oriented longitudinal or round lines forming at least one row of cells having at least one opening forming a brick like formation along the horizontal axis of the inflatable cellular cushioning material, such that a flow of air is possible from one cell to another along the horizontal span of the inflatable cellular cushioning material.
2. The material of claim 1 wherein the brick like formation comprises rounded walls.
3. The material of claim 1 wherein at least part of the at least two layers of plastic is pre-welded.
4. The material of claim 1 wherein the cells comprises of three pre-welded cell walls forming an enclosed shape such as straight upright or inverted U like shape or a partial circle.
5. The material of claim 1 wherein the pipe entry line area is free from longitudinal welds.
6. The material of claim 1 wherein the pipe entry line area comprises a perforation line for allowing the air inlet pipe to be inserted between the at least two layers of plastic.
7. The material of claim 1 wherein the inflatable cellular cushioning material is filled with gas or air.
8. The material of claim 1 wherein the at least one opening in each cell allows gas or air to flow from the air inlet pipe in the general from the air inlet pipe to the extremities of the inflatable cellular cushioning material.

9. The disposition of three side or wall brick like configuration, each such configuration faces the opening of an opposite three side or walls brick like configuration along the horizontal span of the plastic sheet enables the efficient flow of air from the middle to the exterior sections of the plastic sheet.

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10. The material of claim 1 further comprising a perforated welded line between the at least one row of cells and an at least second row of cells, the perforated welded line allows easy tear of the at least one row of cells from the at least second row of cells.

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11. The material of claim 1 wherein the cells comprise first and second longitudinal pre-welded cell walls separating the cell.

12. The material of claim 1 wherein every other row of cells is separated by at least one horizontal welded or pre-welded line substantially across the span of the inflatable cellular cushioning material.

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13. The material of claim 1 further comprising at least one longitudinal line of holes situated along the longitudinal axis of the inflatable cellular cushioning material.

14. The material of claim 4 wherein each cell comprises an opening facing an opening in a next row of cells.

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15. The material of claim 4 wherein each cell comprises a cell wall facing approximately the mid section of a cell in a next row of cells.

16. The material of claim 11 wherein the length between the first cell wall and second cell wall is about 1 to 20 centimeters.

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17. The material of claim 11 wherein the length between the first cell wall and the second cell wall adjacent the pipe entry line is smaller than the length between the first cell wall and the second cell remote from the pipe entry line.

18. The material of claim 12 wherein the at least one horizontal welded line across the span of the inflatable cellular cushioning material is not applied to the pipe entry line area.
19. The material of claim 12 wherein the longitudinal width of the horizontal weld is sufficiently long to substantially seal the openings of the cells.  
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20. The material of claim 12 wherein the horizontal welded line across the span of the inflatable cellular cushioning material is applied such that substantially all of the openings of the cells along the rows adjacent to the horizontal weld are sealed.  
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21. The material of claim 12 wherein the at least one horizontal pre-welded line comprises openings facing each cell across the span of the inflatable cellular cushioning material.
22. The material of claim 13 wherein the line of holes is positioned on the edges of the inflatable cellular cushioning material.  
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23. The material of claim 13 wherein the line of holes is positioned from each side of the pipe entry line.